

Top Technology Solution Trends and How They Can Help Your Small Business

October 25, 2010

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Top Technology Solution Trends That Can Help Your Small Business

1. Social Media Management
2. Mobile Commerce
3. SMB Application Marketplaces
4. On Demand Business Intelligence and Analytics



Top Small Business Challenges

Top business challenges

1. Growing revenues–36%
2. Attracting new customers–35%
3. Improving cash flow–30%



Top technology challenges

1. Get better business insights from existing data–**35%**
2. Figuring out how different solutions can help the business–**32%**
3. Implementing new solutions and upgrades–**32%**
4. Integrating social media with Web site, marketing tools, etc.–**24%**

(Source: 2010 SMB Group)

1. Social Media Management

Did you know???

- More than **3.5bn pieces of content** (web links, news stories, blog posts, etc.) are shared each week on Facebook
- The average number of tweets/day was over **27.3m**—in 2009—adding up to **10bn/year**
- **70%** of bloggers are organically talking about brands on their blog.
- **84%** of consumers say online reviews influence purchases
- More than **700,000** local businesses have active Pages on Facebook



Social media volumes and venues are multiplying—word of mouth on steroids!!!

Social Media Management

How much time do you spend to to track, converse, monitor and manage your company's presence and brand???

- Create content in multiple places, monitor and scan views, respond on different sites, etc.
- Track and analyze online listings, comments, ratings, reviews, etc. about your business and your competitors
- Scan Twitter followers for conversations to join
- Check RSS feeds
- Check Google Alerts
- Create and monitor relevant communities and topics

Social Media Management
helps you bring order to
the chaos!!!

Chaos
Chaos
Order
Order



Social Media Management

Social media management solutions help you to manage incoming and outbound online interactions more efficiently

- **Save time** by managing and integrating customer interactions across multiple social media venues and with other marketing activities (web site, search engine marketing, email marketing, etc.)
- **Gain a more unified view** of your customers and marketing
- **Drive more business** with social and online marketing investments
 - Spot new opportunities and areas that need improvement
 - **Benchmark** yourself with competitors

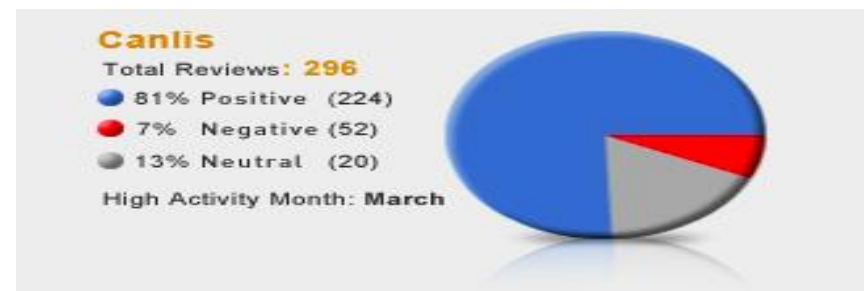
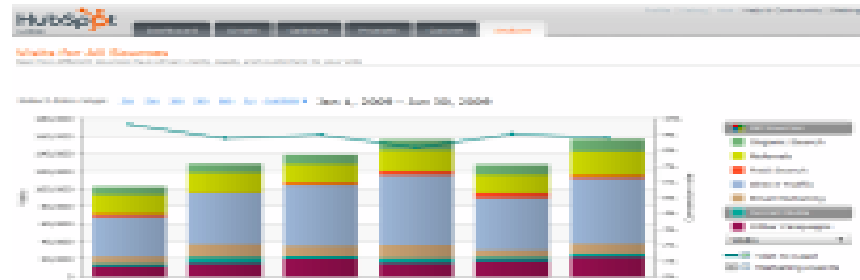
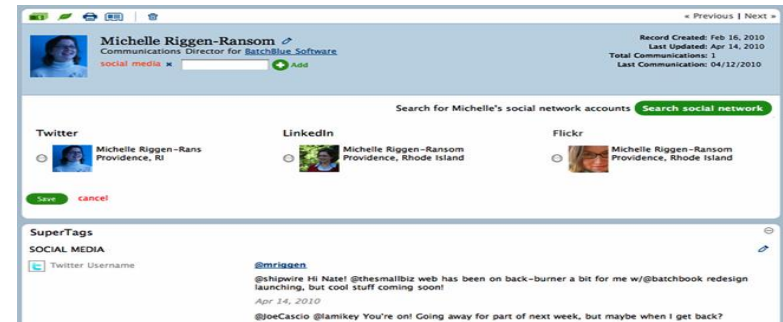
Social media management solutions tackle the problem from different angles

- What's most important for your business:
 - **Key objectives** for social media?
 - Where you **spend the most time manually** scanning, managing, updating and integrating across social media and other online marketing?
 - Do you **need to integrate** with email marketing, SEO/SEM, CRM or other marketing solutions?
- Look for solutions designed specifically for small businesses

Social Media Management

Solutions to check out

- **BatchBlue “social CRM”** integrates contact, sales and social media feeds. Contact records show their social networking activity; and you can search across the Internet to see where your company or product is being mentioned.
- **HubSpot’s** inbound marketing helps companies create, optimize and promote content to “get found”, convert and close more business. It links to conversations across the the Web related to your keywords in one dashboard.
- **Marchex Reputation Management** compiles content from 8,000+ online sources and provides analysis on what people are saying about you and your competitors..



2. Mobile Commerce

We're going mobile...

- Mobility market will reach \$1 trillion by 2014
- 37% of US smart phone users have made a purchase on handsets in last six months
 - 19% purchased music
 - 14% bought books, DVDs or games
 - 12% have purchased movie tickets
- 32% of Android and 29% of iPhone users willing to spend \$100+ from their handsets
- 65m+ users access Facebook through mobile-based devices—up over 100% in 6 months
- 27% of all consumers used mobiles to browse and research products at 4x/12 month period.
- For the 18-34 age group, this figure is 41%.
- In the last 12 months, customers ordered more than \$1bn of products from Amazon using a mobile device



Mobile payments market =
\$170bn so far this year
Expected to quadruple
By 2014 to \$630bn
(5% of total ecommerce sales)

(Sources: Gartner, ATG, Juniper, ABI, comScore)

Mobile commerce consists of two primary components:

1. The ability to use a wireless phone or other mobile device to conduct financial transactions and exchange payments over the Internet
2. The ability to deliver information that can facilitate a transaction — from making it easy for your business to be “found” via a mobile Web browser to creating mobile marketing campaigns such as text promotions and loyalty programs

US Mobile Advertising Spending, 2008-2013 (millions and % change)

2008	\$648 (35.0%)
2009	\$760 (17.3%)
2010	\$995 (30.9%)
2011	\$1,410 (41.7%)
2012	\$2,390 (69.5%)
2013	\$3,330 (39.3%)

Note: includes mobile message advertising, mobile display advertising and mobile search advertising

Source: eMarketer, February 2009

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www.eMarketer.com

With the Internet in our pocket or purse, it's only a matter of time before mobile commerce really takes off.

What mobile commerce means for you:

- Being able to take credit card transactions on your mobile device can help boost sales and repeat business.
 - You don't need to limit your sales to people who can pay by cash or check.
 - Customers aren't limited by the amount of cash in their pockets.
 - You can easily capture contact information and follow up with other promotions
 - You can use mobile marketing to send customers reminders, promotions, etc.
- It's still early in the mobile commerce era
 - Now is a great time to develop a mobile commerce strategy to help differentiate your business!



Mobile commerce marketing considerations

- **Do you need a mobile Web site?** Consider building a separate, streamlined site for mobile users. Services such as [mobiSiteGalore](#), [Mobify](#) and [Ruxter](#) help you to create a mobile-friendly website
- If your blog or website is on WordPress—[10 mobile plugins for Wordpress](#) to install to make your website mobile friendly
- **How will you promote your business to users?** Check out SMS text messaging services such as [Fanminder](#), [Ez Texting](#) and [Ruxter](#)
- **Don't be a pest**--make sure customers opt-in if they want to get your promotions via their mobile devices—or not

Mobile commerce payments considerations

- **Set up your business to take payments,** email/text invoices on your mobile device. Software, credit card companies and wireless carriers offer solutions
- **Be sure that it's secure.** Verify that the mcommerce payments vendor is PA-DSS compliant and meets PCI security standards (prevents payment apps from storing prohibited data, e.g. magnetic stripe, PIN or CVV2 numbers)
- **Think about integration.** Integrating mcommerce with accounting and contact management solutions saves time, boosts efficiency--[Intuit GoPayments](#), [Sage Exchange](#) and [Sage Payment Boss](#) integrate with their respective accounting and financial solutions.

3. SMB Application Marketplaces

- ***“Figuring out how technology solutions can help my business”*** is the #2 technology challenge for SMBs
- Today–SMBs most often turn to search engines, vendor emails and websites to help sort through this confusion, and keep up with information about technology solutions

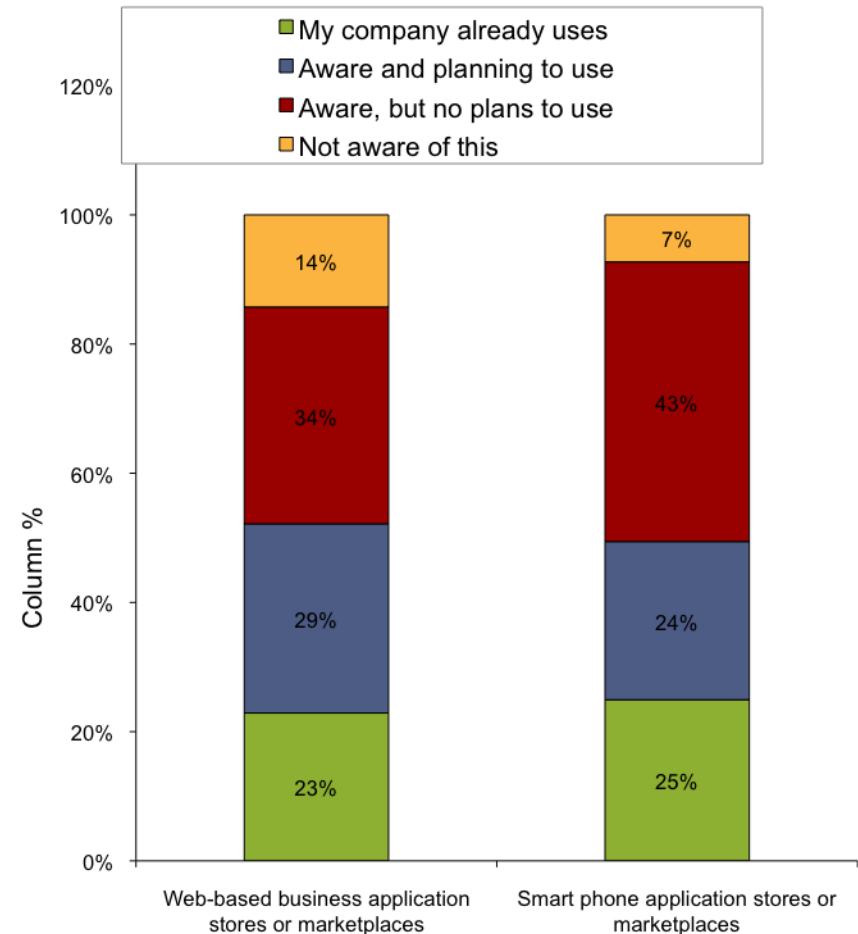


It's tough to sort through different technologies, geek-speak and marketing hype to figure out which solutions will provide the biggest bang for the buck!

SMB Application Marketplaces

Application stores or marketplaces can help streamline the discovery, evaluation and selection process for small business apps

- One-stop shop to find, try and buy
- Help you find the right app more quickly and easily
- Cloud based solutions that you can try for free
- User-generated reviews, rankings
- Expert commentary, tips, advice and resources
- Find apps that work with those you already use



SMB Application Marketplaces

- [Google Apps Marketplace](#), which offers Google users apps that integrate directly with Google Apps



- [Intuit's Workplace App Center](#) provides a central location to find and try apps that work with QuickBooks and each other.



- [Zoho's Marketplace](#) features an area for users to submit requests for new apps and features so developers can build apps in response to these requests



- [Constant Contact Marketplace](#), which offers small businesses with applications that integrate with Constant Contact's email and marketing tools.



- [GetApp.com](#) is a neutral "meta marketplace"
 - Find, compare and choose from a wide range of business applications, with online tools, reports, interviews and user ratings.
 - Vendors provide GetApp with landing pages and documentation to verify integrations between their apps and other apps and marketplaces



SMB Application Marketplaces

Things to think about...

- **How many applications are in the marketplace, and how fast is it growing?**
 - While bigger isn't necessarily better, a vibrant, growing app store means more choices for you
- **How simple is it to sign up, sign in and test drive new applications?**
 - Try some free trials to see how it works for you
- **How active is the user community in providing reviews, comments and ratings?**
 - A more engaged community gives you more feedback about specific apps
- **What level of integration do you need between your existing application(s) and new applications?**
 - Some app stores require developers to use a common data model, which enables tighter integration
 - Others take a more open approach
 - Think about what the types of data you need to integrate and the level of integration that you need



4. On Demand Business Intelligence and Analytics

- 1.2 zettabytes of digital information will be created in 2010
- A zettabyte is 1,000,000,000,000,000,000,000 bytes (that's 21 zeroes!)
- Online video, social networking sites such as Facebook, digital photography, cell phone data all contributing to the data pile-up
- Annual amount of bytes we collectively produce forecast to soar 44X over the next decade

(Source: 2010 IDC and EMC study)



On Demand Business Intelligence

“Information is not knowledge.” – Albert Einstein

- “Information overload” is a term coined by Alvin Toffler—refers to the difficulty a person can have understanding an issue and making decisions that can be caused by the presence of too much information
- #1 technology challenge for small businesses: “Getting better business insights from the data we already have”

- Until recently—BI has usually been too complex and expensive for most small businesses



On Demand Business Intelligence and Analytics

New on demand/SaaS BI solutions remove IT infrastructure costs, resources, skills from the BI equation



On demand BI and analytics solutions can:

- Help you measure and manage the business
- Interactively slice and dice data for “what-if” scenarios to evaluate different courses of action
- Streamline data collection, analysis and reporting
- Get everyone “on the same page” with a real-time, unified view of the data
- Offer function-specific/modular capabilities to zero in on a specific task—financial analysis, spend analysis, pipeline management, online marketing, etc

On Demand Business Intelligence and Analytics

- On demand BI geared for SMBs
 - Birst 
 - Easy Insight 
 - PivotLink 
 - Zoho Reports 
- Important to analyze on demand analytics solutions based on your needs!



- Evaluate requirements—what are the things that you know you don't know?
- Take advantage of vendors' free trials
- Look for an easy to use UI to cut down on training time and encourage adoption
- What solutions is it pre-integrated with?
- How easy is it to pull in data from flat files, spreadsheets, databases, or other applications you use?
- Is it a DIY or will you need external resources to help you get the types of analysis and reporting you need?

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Q & A

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